

International Market Development

August 16-18, 1999

Market Development Overview/Status

- *Historically approached from a technology push rather than market pull.*
- *Domestic and international markets likely need different approaches*
- *Currently a lack of a clear development path for troughs*

International

- *Large market potential in developing countries*
 - *Most of power need is for evening peak or base loads*
 - *Developing countries cannot afford to pay non-economic incremental cost of solar power*
- *European Kyoto opportunities could result in next plant.*
 - *Spain, Crete*
- *Need to reach the real decision makers who provide \$*
 - *GEF, EU, Financiers*

GEF

- 2 or 3 of current GEF projects at risk due to concerns over ISCCS implementation
 - trough projects represent a huge portion of GEF OP7 funding
 - projects need to be able to withstand scrutiny
- More clarity required on GEF objectives
 - Lowest cost of energy or most progress down learning curve
 - Demonstration of solar technology, dispatchability or high capacity factor

International Market Development

Objectives

- A - Develop a better understanding of markets and their requirements*
- B - Develop a portfolio of solutions to meet selected market requirements*
- C - Develop a trough message and get it out to key decision makers*

Activities

Market Requirements

- Market Advisory Group
- Market Assessment for Troughs
- Investment quality resource data (for key project locations)

Portfolio of Options

- Assessment of trough design options
- Identify subsidy options (financing/tax/green)

Outreach

- Targeted Outreach Missions to key decision makers
- Support mechanism for interested customers

Other

- Storage/ISCCS